



# MURANG'A UNIVERSITY COLLEGE

*(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)*

## SCHOOL OF BUSINESS HUMAN RESOURCE DEPARTMENT

**CLASS** : DBM/14 &AS/BIO 14D

**ENTREPRENEURSHIP EDUCATION**      **COURSE CODE: DBE1121**  
**END OF SEMESTER 11 YEAR TWO EXAMINATION**

**DATE: APRIL 2016**

**TIME: 2 HOURS**

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### **Instructions to the candidate:**

- I. This examination is comprised of **FIVE** questions
- II. Attempt All Questions
- III. The maximum marks are as indicated.

### QUESTION ONE

(a) (i) Define the following terms:-

- Market
- Marketing concept
- Market segmentation (6mks)

(ii) Discuss two differences between selling and marketing (2mks)

(b) Marketing mix is the term used to describe the combinations of the four inputs that constitutes the core of an enterprise's marketing system. Discuss the **Four P's** of marketing mix. (12mks)

## QUESTION TWO

(a) (i) Define the term competition . (2mks)

(ii) Discuss the following types of competition:-

- oligopoly
- duopoly
- monopolistic
- pure competition (4mks)

(b) (i) Discuss any **four** competitive positions a firm can occupy in the larger market. (4mks)

(ii) Discuss the **five** major steps in undertaking a customer value analysis.(10mks)

## QUESTION THREE

(a) (i) Explain the term business finances. (2mks)

(ii) Discuss any **four** sources of business finances.(8mks)

(b) (i) Explain the following term:-

- Long term loans
- short term loans (2mks)

(ii) One of the most important decisions is to select the right source of financing. The choice affects the future of your business activities. Discuss **four** primary evaluation factors to be considered when evaluating a source (8mks)

## QUESTION FOUR

(a) Explain the following terms:-

- intrinsic motivation
- extrinsic motivation (4mks)

(b) Motivation is the inner drive that propels the entrepreneur to desire to achieve certain goals or fulfill some needs.

- (i) Discuss any **four** intrinsic motivating factors.
- (ii) Discuss any **four** extrinsic motivating factors (16mks)

## QUESTION FIVE

(a) Discuss the following terms:-

- contract
- agreement

(b) (i) Discuss the **eight** essentials of a valid contract.(12mks)

(ii) Explain the **three** types of contracts. (4mks)